USA TODAY Deploys Taboola's DeeperDive AI Answer Engine for All Audiences

September 15, 2025 at 12:00 PM EDT

Connects readers with trusted answers exclusively from USA TODAY and USA TODAY Network content

NEW YORK, Sept. 15, 2025 (GLOBE NEWSWIRE) -- Gannett Co., Inc. (NYSE: GCI) today announced DeeperDive, an industry-first Gen AI answer engine created by Taboola (NASDAQ: TBLA) is now fully implemented on USA TODAY for an audience of over 195 million monthly unique visitors. After completing a successful beta, DeeperDive delivers the power of GenAI conversations directly on USA TODAY's platform for all users, tapping into years of proprietary, real-time, high-quality content created by journalists and editors at USA TODAY and across the USA TODAY Network. Gannett is the first U.S. publisher to launch the DeeperDive technology connecting readers with clear responses to the topics they want to know as well as real-time content exclusively from USA TODAY and the USA TODAY Network.

DeeperDive, an industry-first Gen AI answer engine created by Taboola is now fully implemented on USA TODAY



Gannett Co., Inc. (NYSE: GCI) today announced DeeperDive, an industry-first GenAI answer engine created by Taboola (NASDAQ: TBLA) is now fully implemented on USA TODAY for an audience of over 195 million monthly unique visitors.

"Fully embedding DeeperDive as part of USA TODAY is a first for the industry, but it's especially significant for our brand as we embrace innovation for the benefit of our readers," said Michael Reed, Chairman and Chief Executive Officer, Gannett | USA TODAY Network. "The Taboola partnership gives us the opportunity to further deliver on our promise to enrich and empower the communities we serve because DeeperDive provides our valued audiences with trusted relevant content, which in turn, is expected to drive stronger advertising CPMs as we capitalize on this new revenue channel to deliver curated ads and increased engagement from readers who are more likely to become subscribers. We are excited about the potential DeeperDive has to create more value for readers and unlock a new way to monetize, going beyond conversations with readers that provide helpful answers, and exploring ways for advertisers to connect directly with readers expressing high intent to purchase. The next phase of this partnership will entail embedding agents to allow readers seamless and efficient purchasing opportunities that are tailored to their interests."

With a deeper understanding of the topics users are searching for, DeeperDive delivers AI-generated responses enriched with relevant stories and deeper context. This innovation provides readers with more comprehensive understanding to their query, whether they're seeking local travel recommendations, trending sports coverage, or the latest political updates. By providing answers rooted in trusted journalism, DeeperDive addresses the challenges posed by AI search engines that utilize content without proper licensing of original reporting and content.

"We believe this is a once-in-a-generation opportunity for publishers and the Open Web. With DeeperDive, we're moving the industry from Pageviews to Generative AI Conversations, and from clicks to transactions rooted in what I see as the most valuable part of the LLM market – decisions that matter. Consumers may ask questions using consumer GenAI engines, but when it comes to choices that require trust and conviction, where to travel with their family, which financial step to take, or whether to buy a product – USA TODAY is where they turn," said Adam Singolda, CEO & Founder, Taboola. "Now, with DeeperDive available to everyone, more than 100 million people can have those trusted conversations directly with USA TODAY. In Q4, we will begin testing advertising LLM experiences with several major brand partners. I'm deeply thankful to Mike Reed and the USA TODAY team for their vision and partnership. This is only the beginning of what we can build together."

The DeeperDive beta launched in June to a percentage of USA TODAY readers. As performance exceeded expectations, testing was expanded to additional users. Learn more about Taboola's DeeperDive or view a demo of the platform here.



ABOUT GANNETT

Gannett Co., Inc. is a diversified media company with expansive reach at the national and local level dedicated to empowering and enriching communities. We seek to inspire, inform, and connect audiences as a sustainable, growth focused media and digital marketing solutions company. Through our trusted brands, including the USA TODAY NETWORK, comprised of the national publication, USA TODAY, and local media organizations, including our network of local properties, in the United States, and Newsquest, a wholly-owned subsidiary operating in the United Kingdom, we provide essential journalism, local content, and digital experiences to audiences and businesses. We deliver high-quality, trusted content with a commitment to balanced, unbiased journalism, where and when consumers want to engage. Our digital marketing solutions brand, LocaliQ, supports small and medium sized businesses with innovative digital marketing products and solutions.

ABOUT USA TODAY

Since its introduction in 1982, USA TODAY has been a cornerstone of the national media landscape under its recognizable and respected brand. It also serves as the foundation for our newsroom network which allows for content sharing capabilities across our local and national markets. Through USA TODAY, we deliver high-quality, trusted content with a commitment to balanced, unbiased journalism, where and when consumers want to engage. Across our digital platforms we reach an audience of approximately 73 million unique visitors each month (based on December 2024 Comscore Media Metrix®).

ABOUT USA TODAY NETWORK

USA TODAY NETWORK, part of Gannett Co, Inc. (NYSE: GCI), is the leading news media publisher in the U.S. in terms of circulation and has the largest digital audience in the News and Information category, excluding news aggregators, based on the December 2024 Comscore Media Metrix® Desktop + Mobile. Our Domestic Gannett Media segment is comprised of USA TODAY, daily and weekly content brands in approximately 220 local U.S. markets across 43 states and our community events business, USA TODAY NETWORK Ventures. With deep roots in local communities spanning the U.S., we engage approximately 140 million monthly unique visitors, on average, through a diverse portfolio of multi-platform content offerings and experiences. For more information, visit gannett.com.

ABOUT TABOOLA

Taboola empowers businesses to grow through performance advertising technology that goes beyond search and social and delivers measurable outcomes at scale. Taboola works with thousands of businesses who advertise directly on Realize, Taboola's powerful ad platform, reaching approximately 600M daily active users across some of the best publishers in the world. Publishers like NBC News, Yahoo, and OEMs such as Samsung, Xiaomi and others use Taboola's technology to grow audience and revenue, enabling Realize to offer unique data, specialized algorithms, and unmatched scale.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, that relate to our current expectations and views of future events, which may include but not be limited to all statements other than statements of historical facts contained in this press release, including statements relating to the collaboration and our beliefs, intentions, estimates or strategies regarding the future, which may not be realized. In some cases, you can identify forward-looking statements by terms such as "believe," "may," "estimate," "continue," "anticipate," "intend," "should," "plan," "expect," "predict," "potential," "could," "will," "would," "ongoing," "future" or the negative of these terms or other similar expressions that are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements are based largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, short term and long-term business operations and objectives and financial needs. These forward-looking statements involve known and unknown risks, uncertainties, contingencies, changes in circumstances that are difficult to predict and other important factors that may cause our actual results, performance, or achievements to be materially and/or significantly different from any future results, performance or achievements expressed or implied by the forward-looking statement. For a discussion of some of the risks and important factors that could cause actual results to differ materially from our expectations, see the risks and other factors detailed in "Item 3. Key Information - Risk Factors" in Gannett's 2024 Annual Report on Form 10-K and Gannett's quarterly reports on Form 10-Q and Gannett's other filings with the SEC, in each case as such factors may be updated from time to time. Any forward-looking statements contained in this press release speak only as of the date hereof and accordingly undue reliance should not be placed on such statements. Gannett

disclaims any obligation or undertaking to update or revise any forward-looking statements contained in this press release, whether as a result of new information, future events or otherwise, other than to the extent required by applicable law.

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/f2c79856-bbd9-47ea-a00b-f13be41bf79c

Media Contacts Gannett | USA TODAY Network Lark-Marie Antón Chief Communications Officer lark@gannett.com Taboola | DeeperDive Dave Struzzi Corporate Communications dave.s@taboola.com